

eCommerce SEO Checklist

Use this **eCommerce SEO Checklist** as your step-by-step guide to building a strong online store presence. Follow each section to set clear goals, optimize your site structure and content, boost your rankings, and track your progress. Whether you're just starting or refining your strategy, these actionable steps will help you drive more traffic and sales to your eCommerce website

✔ Basics & Strategy

- [] Define your SEO goals
- [] Research your top competitors

✔ Keyword Research & Site Structure

- [] Build a keyword list for products & categories
- [] Create a clear site hierarchy

✔ On-Page SEO

- [] Optimize title tags & meta descriptions
- [] Use clean, descriptive URLs
- [] Add breadcrumbs

✔ Technical SEO

- [] Ensure mobile-friendliness
- [] Fix broken links & redirects
- [] Submit sitemap to Google Search Console

✔ Content & Link Building

- [] Publish helpful blog posts
- [] Get backlinks from relevant sites

- [] Leverage user-generated content

✓ Tracking & Maintenance

- [] Set up Google Analytics & GSC

- [] Monitor rankings monthly